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For more information contact:
Sharon Nichols 307-261-6521

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Small Business Public Relations By: Steven F. Despain, District Director SBA Wyoming District Office

Wyoming – Small business public relations is a pathway to business success. Publicity through press and news releases is a kind of publicity that costs you nothing, IT'S FREE. Regardless of what kind of business you are operating you want as much free publicity for your business as you can get. Your publicity should be well thought out and planned for best results.

The first step for getting publicity is through the press or news release. This is usually a one page story about your business. The release is generally FAXed or emailed to the media, chambers, etc. in your area or state. Your headline and your story must sell the person receiving your release on the benefits of your business. Unless it does this, your release will not be used. The person you send your release to must be able to quickly understand how your business will benefit the public. With hundreds of releases going across their desk, they only have time for so many. Your release must stand out in some way. The release must fit in with the information the media wants to pass along. Regardless of your business, you must build your release around an interest to the reader. Make it interesting to the readers and the media you want to run your release. Without this special ingredient, you are lost before you get started. For a sample Press Kit go to <http://www.onlinewbc.gov/docs/market/index.html> and look at Effective Media Relations.

Businesses that create and capitalize on public relations opportunities such as press and news releases, are on the pathway to business success. For more information, <http://www.sba.gov/wy> or call SBA at 307-261-6500.

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